MAR IVANIOS COLLEGE(AUTONOMOUS)

Affiliated to the

University of Kerala Thiruvananthapuram

Kerala

SCHEME AND SYLLABUS FOR THE

FOUR YEAR UNDERGRADUATE PROGRAMME (FYUGP)

FOUNDATION COURSES
TOURISM

(With effect from 2024 Admissions)

Approved by the Board of Studies in

Tourism

CONTENTS

Sl No.	Content Title	Page
1.	Preamble	2
2.	Graduation Attributes and Programme Outcomes (POs)	4
3.	Course and Credit Structure of FYUGP	8
4.	Course Participation/Attendance	9
5.	Assessment and Evaluation	9
6.	Mark Distribution Table	11
7.	Letter Grades and Grade Point	12
8.	Computation of SGPA and CGPA	13
9.	List of Courses	15
SEMESTER I		
10.	Introduction to Tourism Business	16
SEMESTER II		
11.	Tourism Products of India	21
SEMESTER III		
12.	Sustainable and Responsible Tourism	26
SEMESTER IV		
13.	Green Consumerism	31
14.	Social Media Analysis for Tourism and Hospitality	36
15.	Event Management	42
SEMESTER V		
16.	Travel Itinerary Planning and Tour Packaging	47
SEMESTER VI		
17.	Tour Guiding and Interpretation	52

PREAMBLE

National Education Policy (NEP 2020) envisions 'higher education as playing an extremely important role in promoting human as well as societal wellbeing and in developing India as envisioned in its Constitution - a democratic, just, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all' (Section 9.1). NEP also expects higher education 'to develop good, thoughtful, well-rounded, and creative individuals, enabling an individual to study one or more specialized areas of interest at a deep level, and also develop character, ethical and Constitutional values, intellectual curiosity, scientific temper, creativity, spirit of service, and 21st century capabilities across a range of disciplines including sciences, social sciences, arts, humanities, languages, as well as professional, technical, and vocational subjects' (Section 9.1.1). Hence, more than the creation of greater opportunities for individual employment, higher education represents the key to more vibrant, socially engaged, cooperative communities and a happier, cohesive, cultured, productive, innovative, progressive, and prosperous nation. (Section 9.1.3). NEP also identifies some of the major problems currently faced by the higher education system in India (Section 9.2) and envisions a complete overhaul and re-energizing of the higher education system to overcome these challenges and thereby deliver high-quality higher education, with equity and inclusion (Section 9.3). One of the major changes which the policy proposes is moving towards a more multidisciplinary undergraduate education (Section 9.3(b)) which develops all capacities of human beings -intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner (Section 11.3). In order to achieve this in its full potential, NEP visions the adjusting of the structure and lengths of degree programmes accordingly. "The undergraduate degree will be of either 3 or 4-year duration, with multiple exit options within this period, with appropriate certifications, e.g., a certificate after completing 1 year in a discipline or field including vocational and professional areas, or a diploma after 2 years of study, or a Bachelor 's degree after a 3-year programme. The 4-year multidisciplinary Bachelor's programme, however, shall be the preferred option since it allows the opportunity to experience the full range of holistic and multidisciplinary education in addition to a focus on the chosen major and minors as per the choices of the student." (Section 11.9)

In accordance with the NEP 2020, the UGC formulated a new student-centric "Curriculum and Credit Framework for Undergraduate Programmes (CCFUP)" incorporating a flexible choice-based credit system, multidisciplinary approach, and multiple entry and exit options and establishing three Broad Pathways,

(a) 3-year UG Degree,
(b) 4-year UG Degree (Honours), and
(c) 4-year UG Degree (Honours) with Research)

Accordingly, the Kerala Higher Education Reforms Commission 2022, headed by Prof Shyam B. Menon, has recommended a comprehensive reform in the undergraduate curriculum with the adoption of the 4-year undergraduate Programmes, which will bring undergraduate education in Kerala at par with the universities abroad. Consequently, Kerala State Curriculum Committee for Higher Education 2023 has been constituted, with Dr Suresh Das as Chairman, and they have proposed a model Kerala State Higher Education Curriculum framework for undergraduate education.

The University of Kerala has decided to introduce the Four Year Under Graduate Programmes (FYUGP) from the academic year 2024-2025 onwards in its teaching departments and all affiliated colleges, and has issued many draft documents and conducted college level awareness programmes about the same.

Mar Ivanios College, by virtue of its autonomy status, conferred in 2014 and extended in 2022, vide University Grants Commission (Conferment of Autonomous Status Upon Colleges and Measures for Maintenance of Standards in Autonomous Colleges) Regulations, 2023, has the power to review existing courses/programmes and, restructure, redesign and prescribe its own courses/programmes of study and syllabi and to formulate new courses/programmes within the nomenclature specified by UGC as per the Specification of Degrees 2014 as amended from time to time. Accordingly, the Board of Studies in Tourism of Mar Ivanios College (Autonomous) proposed the implementation of the FYUGP scheme with effect from 2024 admission onwards and prepared the scheme and syllabi through many of the meetings and discussions. The Academic Council of the college which met on 30th April gave discussed the proposal and syllabi in detail and approved the same to be implemented from 2024 admission onwards, subject to the final directions of the University of Kerala.

The salient features of the syllabus prepared and presented by the Board of Studies include the following:

- The curriculum is designed based on Outcome Based Education (OBE) approach.
- The curriculum follows Choice-Based Credit System (CBCS): This system allows students to select courses from a prescribed list. A specified number of credits must be earned to award the degree
- The curriculum follows the basic framework, course wise/programme-wise minimum/maximum credits set by the University of Kerala for FYUGP and abides by the basic mandatory principles of **Four Year Under Graduate Programmes (UoK-FYUGP) Regulations, 2024.**

- The curriculum focuses on employability as per the requirement of the industry.

Graduate Attributes and Programme Outcomes (POs):

The National Higher Education Qualification Framework (NHEQF) envisages that students on completion of a programme of study must possess and demonstrate the expected graduate profile/attributes acquired through one or more modes of learning. The graduate profile/attributes indicate the quality and feature or characteristics of the graduate of a programme of study, including learning outcomes relating to the disciplinary area(s) relating to the chosen field(s) of learning and generic learning outcomes that are expected to be acquired by a graduate on completion of the programme(s) of study. The graduate profile/attributes include capabilities that help widen the current knowledge base and skills, gain and apply new knowledge and skills, undertake future studies independently, perform well in a chosen career, and play a constructive role as a responsible citizen in the society. The graduate profile/attributes are acquired incrementally and describe a set of competencies that are transferable beyond the study of a particular subject/disciplinary area and programme contexts in which they have been developed. Graduate profile/attributes are fostered through meaningful learning experiences made available through the curriculum and learning experience, the total college/university experience, and a process of critical and reflective thinking. Mar Ivanios College (Autonomous) is fully committed to ensuring the attainment of the necessary graduation attributes by the students. The college has clearly defined its raison de'tre, the philosophy of its existence, through the Motto "Truth Shall Liberate You" (Veritas Vos Liberabit) which refers to the ultimate enlightenment which can emerge only at the intersection of sharp intellect, sound physique, strong mind, staunch ethics, and profound spirituality. This is further made explicit through its Vision, Mission and Goals and the same expect all students who graduate from the college to:

- Have inculcated "the values of truth and charity for the protection and promotion of human dignity and of a cultural heritage, through teaching, research, and extension activities dedicated to society";
- Be co-creators of a vibrant academic community known for its innovation, intellectual rigour and social commitment;
- Be "intellectually trained, morally upright, socially committed, spiritually inspired and ecologically conscious young men and women who would be dedicated to working for the good of society, the nation and the world";
- Have acquired "global competencies and skills";

- Have inculcated a sense of harmony, equality and fraternity among youth, transcending religious, linguistic, regional or sectional diversities; and
- Have developed "scientific temper, humanism and the spirit of inquiry and reform".

Programme Outcomes are the expected student attributes achieved by a student after the student completes the FYUGP from any of the streams/pathways.

The Programme Outcomes (POs) for the FYUGP programmes across all streams and pathways, based on the above core philosophy, and in consonance with the National Higher Education Qualifications Framework (NHEQF) are given below:

By the end of the Four-Year Under-Graduate Programme, students will:

PO 1	Demonstrate the acquisition of all necessary knowledge and skills within their disciplinary/ multi-disciplinary areas of learning. **These include the acquisition of:** • comprehensive knowledge and coherent understanding of their chosen disciplinary/ interdisciplinary areas of study, their linkages with related fields, and the awareness of current trends in their chosen area of study; • essential knowledge for skilled work in chosen field(s), including self-employment and entrepreneurship skills; • proficiency in specialized areas within chosen fields of study, encompassing diverse practical skills applicable to different situations within those fields; • the ability to apply learned knowledge to novel situations, solve problems, and relate concepts to real-world scenarios rather than just memorizing curriculum content.
PO 2	**Acquire problem-solving, critical thinking, analytical reasoning skills and demonstrate creativity in their thought processes** by demonstrating the ability to: • solve different kinds of problems in familiar and non-familiar contexts both within and outside their disciplinary/ multidisciplinary areas of learning; • apply analytic thought to a body of knowledge, including the analysis and evaluation of policies, and practices, as well as evidence, arguments, claims, and beliefs; • analyse and synthesize data from a variety of sources and draw valid conclusions and support them with evidence and examples. • the ability to plan, execute and report the results of an experiment or investigation; • adhere to scientific temper and ethics in their thought process; • adopt innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence; and • incubate entrepreneurial and start-up ideas.

PO 3	**Develop a profound environmental dedication by fostering ecological awareness and engaging in actions that promote sustainable development** by achieving the ability to • recognize environmental and sustainability issues, and participate in actions to promote sustainable development as well as mitigate the effects of environmental degradation, climate change, and pollution; • contribute to effective waste management, conservation of biological diversity, management of biological resources and biodiversity, forest and wildlife conservation, sustainable development and living, and the preservation of life in all forms. • participate in community-engaged services/ developmental activities and thus exemplify the ideals of community engagement and service learning and deep social commitment.
PO 4	**Accomplish perfect communication, teamwork, and leadership skills, particularly in academic and professional settings, while demonstrating nuance and attention to etiquette in all communicative contexts.** This will enable them to: • listen carefully, and read texts and research documents, and present complex information with clarity and precision to different audiences; • express thoughts and ideas and communicate effectively through speech and writing using appropriate media; • communicate using language which is respectful of gender and minority orientations; • act together as a group or a team in the interests of a common cause and working efficiently as a member of a team; • inspire the team with a vision to achieve a stated goal, and use management skills to guide the team in the right direction.
PO5	**Acquire the necessary skills, including 'learning to learn' skills, and foster innovative ideas to improve competence and employability, keeping pace with the evolving global landscape and technological advancements** by demonstrating the ability to: • pursue learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social, and cultural objectives, and adapting to changing trades and demands of the workplace, including adapting to the changes in work processes in the context of the fourth industrial revolution, through knowledge/ skill development/reskilling; • work independently, identify appropriate resources required for further learning; • acquire organizational and time management skills to set self-defined goals and targets with timelines; • be a proactive life-long learner. • use ICT in a variety of learning and work situations; • access, evaluate, and use a variety of relevant information sources, and use appropriate software for analysis of data;

	• navigate cyberspaces by following appropriate ethical principles and cyber etiquette. • use cutting edge AI tools with equal commitment to efficiency and ethics. • think 'out of the box' and generate solutions to complex problems in unfamiliar contexts;
PO6	**Develop research-related skills including the ability to conceptualize research hypotheses/projects and adopt suitable tools and methodologies for analysis** with: • a keen sense of observation, inquiry, and capability for asking relevant/ appropriate research questions; • the ability to problematize, synthesize, and articulate issues and design research proposals; • the ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, test hypotheses using quantitative and qualitative data, establish hypotheses, make inferences based on the analysis and interpretation of data, and predict cause-and effect relationships; • the capacity to develop appropriate methodology and tools for data collection; • the appropriate use of statistical and other analytical tools and techniques; • the ability to plan, execute and report the results of an experiment or investigation; • the ability to acquire the understanding of basic research ethics and skills in practicing/doing ethics in the field/ in personal research work, regardless of the funding authority or the field of study
PO7	**Assimilate a sound value system, a sense of autonomy, multicultural competence, social commitment, and the spirit of inclusivity and empathy by imbibing the spirit and the holistic ethos of the 'Multi-Dimensional Ivanian' (MDI) approach.** This will enable them to: • embrace and practice constitutional, humanistic, ethical, and moral values in life, including universal human values of integrity, truth, righteous conduct, peace, love, nonviolence, scientific temper, citizenship values; • identify ethical issues related to work, follow ethical practices and be objective, unbiased, and truthful actions in all aspects of work, including avoiding unethical behaviour such as fabrication, falsification or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights; • exercise responsibility and demonstrate accountability in applying knowledge and/or skills in work and/or learning contexts appropriate for the level of the qualification, including ensuring safety and security at workplaces; • practice responsible global citizenship required for responding to contemporary global challenges, enabling learners to become aware of and understand global issues and to become active promoters of more peaceful, tolerant, inclusive, secure, and sustainable societies; • effectively engage in a multicultural group/society and interact respectfully

	with diverse groups; • identify with or understand the perspective, experiences, or points of view and emotions of another individual or group. • demonstrate gender sensitivity and adopt a gender-neutral approach, as also empathy for the less advantaged and the differently-abled including those with learning disabilities; • demonstrate proficiency in arts/ sports/ games, physical, mental and emotional fitness, entrepreneurial /organizational /pubic speaking/environmental/ community-oriented areas by actively participating in the wide range of co-curricular activities that are available to the students of Mar Ivanios College.

Course and Credit Structure of FYUGP

The pathway preferably followed by the department will be Major with Minor or Major with multiple disciplines of study.

The Course and Credit Structure of FYUGP is given below:

Sem	**DSC (4 Cr)**	**DSE (4 Cr)**	**AEC (3 Cr)**	**SEC (3 Cr)**	**MDC (3 Cr)**	**VAC (3 Cr)**	**Internship (credit-2)/ Project/ Additional Courses (credit-12)**	**Total courses**	**Total credits**
I	A-1 B-1 C-1		AEC (Eng)-1 AEC(OL)-2		MDC-1			6	21
II	A-2 B-2 C-2		AEC (Eng)-3 AEC(OL)-4		MDC-2			6	21
III	A-2 B-2 C-2	DSE A -1			MDC (Kerala Studies)-3	VAC-1		6	22
IV	A-4 A-5	DSE A-2		SEC-1		VAC-2 VAC-3	Internship	6	21
V	A-6 A-7 A-8	DSE -3 DSE -4		SEC-2				6	23
VI	A-9 A-10 A-11	DSE -5 DSE -6		SEC-3				6	23
Total	A (11) B (3) C (3)	6	4	3	3	3	1*	36	133
EXIT OPTION AVAILABLE AND STUDENTS WILL BE AWARDED UG DEGREE WITH MAJOR IN A									
VII	A-12 A-13 B/C-4 B/C-5 B/C-6	DSE -7						6	24
VIII	MOOC courses A -14, A -15						Research Project/ Internship /Project or 03 courses -	2+1**/ 3***	20

							12Cr		
Total	A (15) B(3) C (3) B/C(3)	7	4	3	3	3	1*+1**/3***	44+1* + 1**/3***	177

A – Major Discipline
B/C-Minor/Multiple discipline
* - Mandatory Internship at the end of Semester 4

** - Research Project/ Internship /Project as part of Honours with Research
*** - Additional courses of 4 credits each.
Cr - Credits

- **Research group project for students exiting after UG 3 years:** Students who propose to exit after 3 Year UG programme can do a group project with an extra two credits to obtain research experience in discipline-specific areas of the program. The BoS can decide the number of students for the group and the evaluation criteria.
- Students will be able to take other pathways permissible under **University of Kerala Four Year Under Graduate Programmes (UoK-FYUGP) Regulations, 2024,** subject to the availability of courses/ faculty/infrastructure of the college.
- The Board of Studies shall prepare and publish a list of online courses at different levels before the commencement of classes in the respective semester offered in various online educational platforms recognised by the academic council of the college, which can be opted by the students for acquiring additional credits.

Course Participation/Attendance-

1. A student shall be permitted to register for the end-semester evaluation of a specific course to acquire the credits only if the student has completed 75% of the prescribed classroom activities in physical, online, or blended modes, as stipulated by the BoS, including any makeup activities as specified by the faculty of that particular course.
2. The reasons/cases of permissible authorised leave shall be specified by the college, with the approval of the Academic Council, ratified by the Governing Body.
3. The condonation facility shall be availed as per the existing University/college norms.

Assessment and Evaluation

1. The assessment of a course shall combine a Continuous Comprehensive Assessment (CCA) and an End Semester Evaluation (ESE).

2. For courses without practical/lab modules, 30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE.
3. CCA will have two sub-components: Formative Assessment (FA) and Summative Assessment (SA).
4. The CCA subcomponents will be given marks as per the following proportions:
    - Discipline specific summative assessment – 15% of the total
    - Course attendance (Formative) - 5 % of the total.
    - Discipline specific formative assessment - 10% of the total.
5. The details of summative and formative assessment criteria, including that of attendance, will be specified by each course coordinator at the beginning of the semester, with the approval of the respective Head of the Department/BoS Chairperson and the Principal, and will be published on the college website.
6. For courses with practical/lab modules, 40% weightage shall be given for CCA and the remaining 60% of the weight shall be for the ESE.
7. In such cases specified in the item above, the CCA subcomponents will be given marks as per the following proportions:
    - Discipline specific summative assessment - 10% of the total
    - Course attendance (Formative) - 5 % of the total.
    - Discipline specific formative assessment - 15% of the total.
    - Summative Assessment (Practical Record, Practical test, skill, etc). - 10% of the total.

The above is given in detailed tabular form as follows:

Sl. No.	Activity	Percentage(%) of the total	
		Theory Courses	**Courses with practical**
1.	Summative Assessment (written Test or any other discipline specific assessment tools like Open book test, Lab reports, problem-based assignments, individual or team project report, case study report, literature survey, book reviews, video/film/documentary productions, etc)	15	10
2.	Summative Assessment (Practical Record, Practical	----------	10

	test, skill, etc)		
3.	Formative Assessment (Attendance)	5	5
4.	Formative Assessment (Class room activities, observation of skills, viva voce, quiz, interview, oral presentations, in class discussions, computerized adaptive testing, group tutorial work, reflection writing assignments, field study reports, self and peer assessments, service-learning activities, etc.)	10	15
	Total	**30**	**40**

8. The Course Coordinator shall be responsible for evaluating all the components of CCA for the course in question. Any grievances regarding the same shall be submitted to the Course Coordinator within 5 days of the publication of the same on the department notice board or official class group. If the grievance is not settled at the Course Coordinator level, the student is free to appeal to the Head of the Department, within the next 3 days, who will discuss the same in the Department Level Monitoring Committee (DLMC). If still needed, students can further appeal to the College Level Monitoring Committee (CLMC) or in essential situations the University Level Monitoring Committee (ULMC) in a time period as specified by these bodies.
9. Regarding evaluation, one credit will be evaluated for 20 marks in a semester; thus, a 4-credit course will be evaluated for 80 marks, and 3-credit courses for 60 marks. However, any changes to this if brought by the University will be followed.
10. The duration of the end semester examination of a course with 4 credits will be 2 hours and the same for a course with 3 credits may be 1.5 hours/2 hours.

Mark Distribution Table

Course	Credit		Marks		Lecture			Practical		
	Lecture	**Practical**	**Lecture**	**Practical**	**CCA (30%)**		**ESE (70%)**	**CCA (40%)**		**ESE (60%)**
					SA (50%)	**FA (50%)**		**SA (50%)**	**FA (50%)**	
	4	0	80	0	12	12	56	0	0	0

4 credit courses	3	1	60	20	9	9	42	4	4	12
	2	2	40	40	6	6	28	8	8	24
	1	3	20	60	3	3	14	12	12	36
	0	4	0	80	0	0	0	16	16	48
	Credits		**Marks**		**Lecture**			**Practical**		
	Lecture	**Practical**	**Lecture**	**Practical**	**CCA (30%)**		**ESE (70%)**	**CCA (40%)**		**ESE (60%)**
3 credit courses					**SA (50%)**	**FA (50%)**		**SA (50%)**	**FA (50%)**	
	3	0	60	0	9	9	42	0	0	0
	2	1	40	20	6	6	28	4	4	12
	1	2	20	40	3	3	14	8	8	24
	0	3	0	60	0	0	0	12	12	36

Letter Grades and Grade Point

1. A mark system is followed to evaluate each question. For each course in the semester, letter grades and grade points are introduced in a 10-point indirect grading system as per the guidelines given below.
2. The Semester Grade Point Average (SGPA) is computed from the grades to measure the student's performance in a given semester. The SGPA is based on the current term's grades, while the Cumulative Grade Point Average (CGPA) is based on the grades in all courses taken after joining the programme of study.
3. The weighted grade point will be mentioned in the student's final grade cards, issued by the college, based on the marks obtained.
4. **The grades and grade points will be given as per the following format:**

Letter Grade	**Grade Point**	**Percentage of marks (X) (CCA + ESE together)**	**Class**
O (Outstanding)	10	$X \geq 95\%$	FIRST CLASS WITH DISTINCTION
A+ (Excellent)	9	$85\% \leq X < 95\%$	
A (Very Good)	8	$75\% \leq X < 85\%$	
B+ (Good)	7	$65\% \leq X < 75\%$	

B (Above Average)	6	$55\% \leq X < 65\%$	FIRST CLASS
C (Average)	5	$45\% \leq X < 55\%$	SECOND CLASS
P* (*Pass*)	4	$35\% \leq X < 45\%$	THIRD CLASS
F (Fail)	0	X< 35%	FAIL
Ab (Absent)	0		FAIL

- For a course PASS, separate minimum of 35% is needed for CCA and ESE.
- Less than 35% in either ESE or CCA is FAIL.

Computation of SGPA and CGPA

SGPA (Semester Grade Point Average) and CGPA (cumulative Grade Point Average) will be computed as follows:

1. The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student in the semester. That is,

$$S_j = \frac{\sum(C_{ij} \times G_{ij})}{\sum C_{ij}}$$

where S_j is the SGPA in the jthsemester,

C_{ij} is the number of credits for the ith course in the jthsemester, and

G_{ij} is the the grade point scored by the student in the ith course in the jthsemester.

2. The CGPA is also calculated in the same manner considering all the courses undergone by a student over all the semesters of a programme. That is,

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where $S_i$is the SGPA in the ithsemester and

$\sum C_i$ is the total number of credits in the ith semester.

3. The SGPA and CGPA shall be rounded to 2 decimal points and reported in the transcripts.
4. **Requirement for the successful completion of a Semester:** SGPA of 4 or above and a PASS in all the courses, that is, minimum total of 35% mark in each course (CCA + ESE), with a separate minimum of 35% mark for both CCA and ESE. Appropriate and

permissible rules of rounding off numbers may be adopted as per decisions of the Academic Council.

Manasse Benny
Chairman BoS
Tourism
Mar Ivanios College (Autonomous),
Thiruvananthapuram

Thiruvananthapuram

10-05-2024

Course Code	Course Title	Course Category	Credits	Hour distribution per week		
				L	**T**	**P**
SEMESTER I | Academic Level 100-199						
MIUK1MDCTOU100.1	Introduction to Tourism Business	**MDC**	**3**	**3**		
SEMESTER II | Academic Level 100-199						
MIUK2MDCTOU100.1	Tourism Products of India	**MDC**	**3**	**3**		
SEMESTER III | Academic Level 200-299						
MIUK3VACTOU200.1	Sustainable and Responsible Tourism	**VAC**	**3**	**3**		
SEMESTER IV | Academic Level 200-299						
MIUK4VACTOU200.1	Green Consumerism	**VAC**	**3**	**3**		
MIUK4VACTOU201.1	Social Media Analysis for Tourism and Hospitality	**VAC**	**3**	**3**		
MIUK4SECTOU200.1	Event Management	**SEC**	**3**	**3**		
SEMESTER V | Academic Level 300-399						
MIUK5SECTOU300.1	Travel Itinerary Planning and Tour Packaging	**SEC**	**3**	**3**		
SEMESTER VI | Academic Level 300-399						
MIUK6SECTOU300.1	Tour Guiding and Interpretation	**SEC**	**3**	**3**		

Estd.1949

Mar Ivanios College (Autonomous)

Discipline	TOURISM				
Course Code	MIUK1MDCTOU100.1				
Course Title	Introduction to Tourism Business				
Type of Course	MDC				
Semester	I				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	-	3
Pre-requisites	1. 2.				
Course Summary	This course aims to equip students with an understanding of the global tourism business. It focuses on the role and responsibilities of various tourism business operators and helps the students to understand various business opportunities in the tourism sector.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	**Structure and Components of Travel and Tourism Industry**		**06**
	1	Tourism: Definition, Types and Components	1
	2	Tourism System	1

	3	Structure of Tourism Industry: An overview of network of sectors in the tourism industry	2
	4	Tourism supply chain, business strategies and supply issues in tourism business.	2
II	**Accommodation Management**		**12**
	5	Origin of accommodation industry, types of accommodation	4
	6	Categorization of hotels: size, location, length of stay, clients etc.	1
	7	Grading and classification of accommodation units- Hotels, Homestays, Ayurvedic centers and Houseboats	3
	8	Accommodation Ownership: Hotel chains, Franchise system, Management contracts, Referral organization etc.	1
	9	Room rates and types, Room taxes, meal plans	3
III	**Transport Operation Management**		**11**
	10	Airline industry, Types of airlines, Major airlines and airports in India and world, Classes of airline service, Hub and spoke system	4
	11	Rail transport, Major rail networks around the world, Hierarchy of Indian trains and class of journey	3
	12	Cruise categories, cruise accommodation, benefits of a cruise, Port of call, shore excursions, cabin selection, popular cruise destinations and itineraries	3
	13	Car rental and coach travel business	1
IV	**Travel Agency and Tour Operation Business**		**11**
	14	Evolution of Travel agency and Tour operation Business	2
	15	Types of Travel agency and Tour operators	2
	16	Functions of Travel agency and Tour operators	2
	17	Setting up a travel agency, Skills and competencies for running a travel agency and tour operation business	2
	18	Concept of Package tour, designing a package tour	3
V	**Case Studies and Industrial Visits**		**05**

	19	Case studies of various tourism business operators.	2
	20	Industrial Visits on tourism businesses	3

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO1	Outline the structure of tourism industry	R	
CO2	Identify and classify different categories of accommodation units	U	
CO3	Analyze the different transportation systems and networks across the world.	An	
CO4	Explain the basics and working of travel agency and tour operation business	U	
CO5	Analyse case studies on various tourism business and short industrial visits to these businesses	An, E	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO1	Outline the structure of tourism industry	PO1	R	C	L	
CO2	Identify and classify different categories of accommodation units	PO1	U	F,C	L	
CO3	Analyze the different transportation systems and networks across the world.	PO1	An	F,C	L	
CO4	Explain the basics and	PO1	U	F,C	L	

	working of travel agency and tour operation business	PO5				
CO5	Analyse case studies on various tourism business and short industrial visits to these businesses	PO1 PO5	An, E	C,P	T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	-	-	-	-	-	-
CO 2	3	-	-	-	-	-	-
CO 3	3	-	-	-	-	-	-
CO 4	3	-	-	-	3	-	-
CO 5	3	-	-	-	2	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar / Case studies/ Industrial Visits
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓			✓
CO 5		✓		

Reference:

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- Foster, L.D. (2011). *The Textbook of Travel*. Mundus. (Original work published 2011)
- Page, S., & Connell, J. (2020). *Tourism : a modern synthesis* (5TH ed.). New York: Routledge.
- Robinson, P., & Smith, S. (2019). *Tourism*. Wallingford: Cabi.
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Mar Ivanios College (Autonomous)

Discipline	**TOURISM**				
Course Code	MIUK2MDCTOU100.1				
Course Title	Tourism Products of India				
Type of Course	MDC				
Semester	II				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	-	3
Pre-requisites	1. 2.				
Course Summary	This course aims to familiarize the students on the fundamentals of tourism and tourism products in India and enable them analyse the case studies on various tourism products and equip them to create new tourism circuits on the available tourism resources.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Tourism &Tourism Products**	**07**
	1	Definition, Types & Components of Tourism	1
	2	Types and Characteristics of Tourism Products	2
	3	Diverse tourism resource potential of India: Physiography &	4

		Climate	
II	**Indian Architecture, Monuments and Living Heritages**		**12**
	4	Various Architectural Styles in India and Architectural Attractions	4
	5	Architectural Tour Circuits and World Heritage sites in India	5
	6	Museums, Art Galleries, Libraries	3
III	**Natural Tourism Resources**		**12**
	7	National Parks, Wildlife Sanctuaries, Tiger Reserves, Community reserves and Biosphere Reserves, Ramsar Wetlands; Ecotourism and its resources in India	5
	8	Beaches, Hill stations, Waterfalls, Deserts, Rivers, Backwaters & Lakes, Islands;	4
	9	Adventure Tourism Resources – Land Based, Water Based and Air Based.	3
IV	**Cultural Tourism Resources**		**9**
	10	Religions of India- Pilgrim destinations of various religions	3
	11	Fairs and festivals of India	2
	12	Indian Cuisine	2
	13	Indian Handicrafts and Souvenirs	2
V	**Case Studies & Tourist Circuits**		**05**
	14	Major schemes of Ministry of Tourism, Government of India – Prashad, Swadesh Darshan (1.0, 2.0) and its case studies	3
	15	Creation of tourist circuits	2

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO1	Understand concepts of tourism products and resource and its classifications.	U	
CO2	Analyse the architectural glory and living heritages of India	An	
CO3	Understand the natural diversity of India and its significance in country's tourism.	U	
CO4	Examine the cultural tourism resources of India.	U	
CO5	Analyse case studies on various schemes of ministry of Tourism, Govt of India	An	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO1	Understand concepts of tourism products and resource and its classifications.	PO1	U	F, C	L	
CO2	Analyse the architectural glory and living heritages of India	PO1	An	F	L	
CO3	Understand the natural diversity of India and its significance in country's tourism.	PO3	U	F	L	
CO4	Examine the cultural tourism resources of India.	PO7	U	F	L	
CO5	Analyse case studies on various schemes of ministry of Tourism, Govt of India	PO1	An	F	T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	-
CO 3	-	-	2	-	-	-	-
CO 4	-	-	-	-	-	-	1
CO 5	2	-	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar / Exhibitions on Tourism products /Field Visits to the diverse tourism products.
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓			✓
CO 5		✓		✓

Reference:

- Jacob, R., P, M., & Joseph, S. (2012). *Tourism Products of India : A National Perspective*. Delhi: Abhijeet Publications.
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Mar Ivanios College (Autonomous)

Discipline	TOURISM				
Course Code	MIUK3VACTOU200.1				
Course Title	Sustainable and Responsible Tourism				
Type of Course	VAC				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	-	3
Pre-requisites	1. 2.				
	This course is aims to equip students with understanding the importance of sustainability in socio cultural and environmental aspects of tourism. This course is also enlightening the role of responsible tourism in society.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Sustainable development of tourism**	**06**
	1	Introduction of sustainable tourism	1
	2	Meaning, concept and benefits of sustainable tourism development	2
	3	Evolution of sustainable tourism	2

	4	Jafari's four platforms in sustainable tourism	1
II	**Impacts of tourism**		**08**
	5	Negative impacts of tourism	2
	6	Positive impacts of tourism	2
	7	Community involvement in sustainable tourism	2
	8	Glasgow Declaration	2
III	**Responsible tourism**		**12**
	9	Meaning and definition of responsible tourism	1
	10	Principles of responsible tourism- Responsible and community-based tourism	5
	11	Planning and development of responsible tourism	4
	12	Key players in responsible tourism	2
IV	**Responsible tourism in Kerala**		**13**
	13	History of responsible tourism in Kerala	2
	14	Kerala Responsible tourism policy	4
	15	Global responsible tourism summit	2
	16	RT classification of hotels and resorts	1
	17	RT destinations in Kerala and its responsible tourism activities, Village Life Experiences, community based packages	4
V	**RT Projects**		**06**
	18	RT projects of Kerala. Upcoming projects of RT mission of Kerala	

Course Outcomes

No.	Upon completion of the course the graduate will be able	Cognitive	PSO

	to	Level	addressed
CO-1	Introducing , meaning, concept and Evolution of sustainable tourism	R, U	
CO-2	Discuss various positive and negative impacts of tourism. Also discuss community participation in tourism. Understand Glasgow Declaration	R, U	
CO-3	Understand responsible tourism and its principles	U	
CO-4	Create awareness about Kerala Responsible Tourism Mission and its importance in global level.	E,U, An	
CO-5	Familiarize with Responsible Tourism projects in Kerala	An, E, U	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO /PSO	Cognitive Level	Knowledge Category	Lecture(L) / Tutorial(T)	Practical (P)
CO-1	Introducing , meaning, concept and Evolution of sustainable tourism	PO1 PO3	R, U	F, C		
CO-2	Discuss various positive and negative impacts of tourism. Also discuss community participation in tourism. Understand Glasgow Declaration	PO2 PO4 PO5	R, U	F,C		
CO-3	Understand responsible tourism and its principles	PO2 PO3	U	C,P		
CO-4	Create awareness about Kerala Responsible Tourism Mission and its importance in global level.	PO5 PO7	E,U, An	F,C		
CO-5	Familiarize with Responsible Tourism projects in Kerala	PO3	An, E, U	P		

		PO5 PO7				

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	-	2	-	-	-	-
CO 2	-	1	-	2	3	-	-
CO 3	-	2	1	-	-	-	-
CO 4	-	-	-	-	3	-	2
CO 5	-	-	1	-	2	-	1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓

Reference:

1. Information resources management association. (2018).Sustainable tourism: Breakthrough in research and practice, Business science reference: IGI Global.
2. Wood, M.E., (2017) .Sustainable Tourism on a Finite Planet, Routledge
3. Mason , P. (2008). Tourism Impact, Planning, and Management, A Butterworth-Heinemann Title.
4. Williams, S., Tourism: Tourism, development and sustainability, Taylor &Francis.
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Estd.1949

Mar Ivanios College (Autonomous)

Discipline	**TOURISM**				
Course Code	MIUK4VACTOU200.1				
Course Title	Green Consumerism				
Type of Course	SEC				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	-	3
Pre-requisites	1. 2.				
Course Summary	This course aims to equip students with an understanding the relevance of green consumerism in tourism and hospitality. It focuses to understand various aspect of green consumerism such as young consumers' engagement in green consumption, green consumerism advertising and the green tourist.				

Detailed Syllabus:

Module	Units	Course description	Hrs
1	**Introduction to green consumerism**		**9**

	1.1	An overview of green consumerism	3
	1.2	Factors affecting green purchase behavior (cultural, individual, ethical, political, and product-related factors)	3
	1.3	Multil-level factor model of green consumer behavior (Sachdeva et al., 2015)	3
2	**Young consumers' engagement in green consumption**		**12**
	2.1	Young people's perception of green consumerism.	3
	2.2	Children's sustainable consumption and production literacy.	3
	2.3	Young consumers perception sustainable brands.	3
	2.4	Environmental segmentation: young millennials	3
3	**Green consumerism and advertising**		**16**
	3.1	Overview to green product advertising	3
	3.2	Colour theory in green advertising	3
	3.3	Greenwashing effects in environmental advertising	3
	3.4	Airline passengers' choice with green image airlines and demarketing campaigns	7
4	**The green tourist**		**8**
	4.1	Green tourist attitudes and behavior, Greta Thunberg effect in tourism product.	4
	4.2	Green tourist trip design	4

Course Outcomes

No.	Upon completion of the course the graduate will be able	Cognitive	PSO

	to	Level	addressed
CO1	Outline the relevance green consumerism and factors affecting green purchase behavior.	R	
CO2	Identify the young consumers' engagement in green consumption.	U	
CO3	Analyse the effect of green adverting campaigns.	A	
CO4	Analyse the green tourist characteristics.	A	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO1	Outline the relevance green consumerism and factors affecting green purchase behavior.	PO1 PO3	R,U	C	L	
CO2	Identify the young consumers' engagement in green consumption.	PO3 PO5	U,A	C,M	L,T	
CO3	Analyse the effect of green adverting campaigns.	PO1 PO3 PO4 PO5	A	C,M	L,T	
CO4	Analyse the green tourist characteristics.	PO3	A	C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	1	-	3	-	-	-	-
CO 2	-	-	3	-	1	-	-
CO 3	1	-	3	1	2	-	-
CO 4	-	-	3	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar / Itinerary & Package creation and Presentation
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓			✓

Reference:

- Autio, M., & Heinonen, V. (2004). To Consume or Not to Consume? *YOUNG*, *12*(2), 137–153. https://doi.org/10.1177/1103308804042104
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- Hesse, A., & Rünz, S. (2020). "Fly Responsibly": a case study on consumer perceptions of a green demarketing campaign. *Journal of Marketing Communications*, 1–21. https://doi.org/10.1080/13527266.2020.1842483
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Mar Ivanios College (Autonomous)

Discipline	**TOURISM**				
Course Code	MIUK4VACTOU201.1				
Course Title	Social Media Analysis for Tourism and Hospitality				
Type of Course	SEC				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	-	3
Pre-requisites	1. 2.				
Course Summary	This course aims to equip students with an understanding the relevance of social media in tourism and hospitality. It focuses to understand various data analysis methods of social media content and social media community for the management of in the tourism and hospitality sector.				

Detailed Syllabus:

Module	Units	Course description	Hrs
1	**Social media and tourists**		**10**
	1.1	Overview to social media adoption and use (Factors influencing social media adoption, social media use and creation, social media perceived usefulness, general attitudes toward social media), Role of social	3

		media in trip planning	
	1.2	Social media use in information search	1
	1.3	Role of social media in different stages of trip	2
	1.4	Triadic-relationship framework of social media (Business-social media-Consumers)	4
2	**Social media for tourism business**		**14**
	2.1	Types of social media for tourism business (Tripadvisor, Facebook, Instagram, Travel blogs/Weblogs, Twitter, Online brand communities and Embedded websites etc)	6
	2.2	Selling online: the use of social media	2
	2.3	Handling negative online customer reviews	2
	2.4	Social Media Advertising Values (Economic Perspective and Social Perspective)	4
3	**Sentiment analysis of social media data**		**15**
	3.1	Overview to sentiment analysis in tourism and hospitality	1
	3.2	Steps of sentiment analysis (Mehraliyev et al., 2021)	4
	3.3	Methods of sentiment analysis (Lexical Sentiment Analysis and Machine Learning Sentiment Analysis)	4
4	**Netnography for social media analysis**		**6**
	4.1	Overview to netnography in tourism research; Characteristic of netnography	3
	4.2	Research procedures: using Netnography	3

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO1	Outline the relevance of social media in the perspective of tourists.	R	
CO2	Execute social media for business, and understand the management of social media community.	A	
CO3	Analyse the implications of sentiment analysis on consumer behavior, brand reputation, and overall customer experience management.	E	
CO4	Apply netnographic techniques to investigate various aspects of tourism-related discourse on social media platforms.	E	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO1	Outline the relevance of social media in the perspective of tourists.	PO1 PO4 PO5	R	C	L	
CO2	Execute social media for business, and understand the management of social media community.	PO4 PO5	A	C	L	
CO3	Analyse the implications of sentiment analysis on	PO1	E	C,P	L,T	

	consumer behavior, brand reputation, and overall customer experience management.	PO2 PO4 PO5 PO6 PO7				
CO4	Apply netnographic techniques to investigate various aspects of tourism-related discourse on social media platforms.	PO1 PO2 PO4 PO5 PO6 PO7	E	C,P	L,T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO 1	1	-	-	2	1	-	-
CO 2	-	-	-	2	1	-	-
CO 3	1	2	-	1	2	3	1
CO 4	1	2	-	1	2	3	1

Correlation Levels:

Level	**Correlation**
-	Nil
1	Slightly / Low
2	Moderate /

	Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar / Itinerary & Package creation and Presentation
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

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Mar Ivanios College (Autonomous)

Discipline	**TOURISM**				
Course Code	MIUK4SECTOU200.1				
Course Title	Event Management				
Type of Course	SEC				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	-	3
Pre-requisites	1. 2.				
Course Summary	This course aims to equip students with an understanding of event management in the tourism industry. It focuses on the process of event planning which enables the students to become successful event managers.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Event Management**	**10**
	1	Defining an event, Classification and categories of events.	2
	2	Structure of the event industry, Characteristics of events	2

	3	Event planning process	2
	4	5 C's and 5 W's of event management	1
	5	Human Resources in Event Management	2
	5	New Trends in event industry	1
II	**Statutory Requirements for Events**		**09**
	6	Licenses, inspection reports, taxes, permissions.	4
	7	Legal and Ethical Compliance - Statutory and regulatory Obligations	2
	8	Contracts and Service Levels Agreements - Effective Service Level Agreements (SLAs) - Keys to effective Implementation	3
III	**Event Operation Management**		**14**
	9	Pre-Planning of Events	3
	10	Venue Management &Onsite management of Events	3
	11	Financial Management and Budgeting of events	3
	12	Time Management & Crisis Management	2
	13	Safety and Security of events	2
	14	Event Auditing	1
IV	**Media Management in Events**		**7**
	15	Role of Media in Events	2
	16	Media communication tools	2
	17	Celebrities and Media in events	2
	18	Role and responsibilities of Media Manager	1

V	**Event Management – Experiential Leaning**		**05**
	19	Industry visit/ Event experience visits	3
	20	Organizing small events in college/ outside venue	2

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO1	Outline the structure of event management	R	
CO2	Analyse the statutory requirements for different events	An	
CO3	Evaluate the operations of event management	E	
CO4	Explain the role of media in event management	U	
CO5	Familiarize the event industry by IV/ become an event volunteer and enable them to operate small events.	E,C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L) /Tutorial(T)	Practical (P)
CO1	Outline the structure of event management	PO1	R	F, C	L	
CO2	Analyse the statutory requirements for different events	PO1 PO7	An	C	L	
CO3	Evaluate the operations of event management	PO2 PO4 PO5	E	P	L	

CO4	Explain the role of media in event management	PO5	U	F,C	L	
CO5	Familiarize the event industry by IV/ become an event volunteer and enable them to operate small events.	PO2 PO4 PO5	E,C	P	T	

F-Factual, C- Conceptual, P-Procedural, M-MetacognitivE

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	1
CO 3	-	2	-	3	3	-	-
CO 4	-	-	-	-	1	-	-
CO 5	-	-	-	2	3	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar / Industrial Visits/ Organizing Events/ Event Volunteering
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓			✓
CO 5		✓		

References

- Dowson, R., Albert, B., & Lomax, D. (2022). *Event Planning and Management*. Kogan Page Publishers.
- Sharma, A., & Arora, S. (2018). *Event Management and Marketing: Theory, Practical Approaches and Planning*. New Delhi: Bharti Publications.
- Shone, A., & Parry, B. (2010). *Successful event management : a practical handbook*. United Kingdom: Cengage Learning Business Press.

Mar Ivanios College (Autonomous)

Discipline	**TOURISM**				
Course Code	MIUK5SECTOU300.1				
Course Title	Travel Itinerary Planning and Tour Packaging				
Type of Course	SEC				
Semester	5				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	-	3
Pre-requisites	1. 2.				
Course Summary	This course aims to equip students with the skills of creating an itinerary for the tour package. It focuses on various components for creating a tour package and thereby it enables the students to create tour packages of different requirements.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Itinerary Planning and Development**	**06**
	1	Travel itinerary: meaning and concept, significance, types of travel itinerary	1

	2	Resources for itinerary planning	2
	3	Steps in developing/ planning travel itinerary	2
	4	Do's and Don't of itinerary preparation	1
II		**Tour Packaging**	**12**
	5	Tour Packaging: Importance of tour packaging, classification of tour packages.	3
	6	Components of package tour	2
	7	Costing of package tour, components of tour cost, preparation of cost sheet	3
	8	Tour pricing and pricing strategies	2
	9	Tour packages of reputed companies	2
III		**Travel Documentation**	**12**
	10	Familiarization with TIM (Travel Information Manual)	1
	11	Passport and VISA: Meaning, Types, procedures, Validity, necessary information to fill the passport and VISA form for issuance	6
	12	Health Certificates, Currency Regulations, Travel Insurance	3
	13	Debit cards, Credit cards, Travel cards/ Forex cards during International Travel	2
IV		**Operation of Package Tour**	**10**
	14	Confirmation of Tour, Creation of docket/file, Issue of tour vouchers, Reconfirmation with Airlines, Hotels & Ground service providers	2
	15	Distributing Customized itinerary to Tour leader, Guide, Driver &	2

		Transporter, Standard procedure for pick-up and drop	
	16	Check-in and Check-out in the hotel	2
	17	Sightseeing, Do's and Don'ts of Sightseeing	2
	18	Crisis management in tour, Preparation of feedback or Guest comment sheet, filling the guest comment sheet, Analysis of comments of guest, service providers and tour escorts.	2
V	**Itinerary Preparation**		**05**
	19	Prepare itineraries for various tour packages	5

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO1	Explain the meaning and types of itinerary and understand the resources and steps in itinerary planning.	R,U	
CO2	Describe different types of tour packages with its cost components and preparation of individual cost sheet.	U,A	
CO3	Familiarize the travel documentation process.	U,Ap	
CO4	Understand the operations side of a package tour	U,Ap	
CO5	Creation of tour itinerary after evaluating all the components of a tour package	C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)

CO1	Explain the meaning and types of itinerary and understand the resources and steps in itinerary planning.	PO1 PO4 PO5	R,U	C	L	
CO2	Describe different types of tour packages with its cost components and preparation of individual cost sheet.	PO4 PO5	U,A	C,P	L,T	
CO3	Familiarize the travel documentation process.	PO2 PO4 PO5	U,Ap	C,P	L,T	
CO4	Understand the operations side of a package tour	PO2 PO4 PO5 PO7	U,Ap	P	T	
CO5	Creation of tour itinerary after evaluating all the components of a tour package	PO4 PO5	C	P	T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	-	-	2	2	-	-
CO 2	-	-	-	1	3	-	-
CO 3	-	2	-	2	3	-	-
CO 4		2	-	2	3	-	1
CO 5		-	-	1	3	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar / Itinerary & Package creation and Presentation
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓			✓
CO 5	✓	✓		✓

Reference:

- Chand, M. (2007). *Travel agency management : an introductory text*. New Delhi: Anmol Publications.
- Fletcher, J. (2018). *Tourism : principles and practice*. Harlow, Essex, England: Pearson Education Limited.
- Lalita Sharma. (2010). *Travel agency and tour operations : concepts and principles*. New Delhi: Centrum Press.
- Negi, J. (2006). *Travel Agency and Tour Operation*. New Delhi: Kanishka Publication.
- Sampad Kumar Swain, & Jitendra Mohan Mishra. (2012). *Tourism : principles and practices*. Oxford: Oxford University Press.

Mar Ivanios College (Autonomous)

Discipline	TOURISM				
Course Code	MIUK6SECTOU300.1				
Course Title	Tour Guiding and Interpretation				
Type of Course	SEC				
Semester	6				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	-	3
Pre-requisites	1.				
Course Summary	This course is targeted at students who are interested in moulding a career in tour guiding either as Full Time or part time guides. The course discusses the traits and characteristics required for successful Tour Guiding.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	**Introduction to Tour Guiding**		**7**
	1	The evolution of Tour Guiding as a Profession - Difference between Tour Guide and Tour Escort - Why do Tourists opt for a Guide?	2
	2	The Job Profile of a Tour Guide - The Duties and Responsibilities of	2

		a Tour Guide -	
	3	Different Types of Tour Guides	1
	4	Tour Guiding Training and Certification in India	2
II	**Tour Guiding skills**		**10**
	5	Manner, Etiquette and Grooming of Tour Guides	3
	6	Verbal and Non Verbal Communication skills - Interpretation Skills and Techniques	3
	7	Dynamics of Tour Commentary - Cross Cultural Management in Tour Guiding	4
III	**Practical Guiding**		**17**
	8	Guiding at a monument	2
	9	Guiding at a religious site	3
	10	Guiding at a museum	2
	11	Guiding on an archaeological site	2
	12	Guiding on a nature walk	2
	13	Guiding on a walking tours	2
	14	Guiding on a coach	2
	15	Designing and conducting heritage walks	2
IV	**Situation Handling**		**6**
	16	Handling Trouble Makers	2
	17	Conflict Management	1
	18	Crowd Management	1

	19	Handling Emergencies and Casualties	1
	20	Time Management	1
V	**Guiding Business**		**5**
	21	Setting up Tour Guiding Business - Making a Business Plan - Arranging Finance	3
	22	Code of Conduct for Tour Guides in India (MoT)	2

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO1	Gather basic information on Tour Guiding and able to understand the quintessentials of Tour Guiding as a Profession	R	
CO2	Learn about the various skills, etiquette and manners in Tour Guiding	U	
CO3	Acquire Practical knowledge to work in the field	Ap	
CO4	Learn to tackle the issues and challenges associated with Tour Guiding	An	
CO5	Gather knowledge on procedures to be followed while starting Tour Guiding Business	U	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO1	Gather basic information on Tour Guiding and able to	PO1	R	F, C	L	

	understand the quintessentials of Tour Guiding as a Profession	PO4				
CO2	Learn about the various skills, etiquette and manners in Tour Guiding	PO4 PO5 PO7	U	C	L	
CO3	Acquire Practical knowledge to work in the field	PO4 PO5	Ap	P	L	P
CO4	Learn to tackle the issues and challenges associated with Tour Guiding	PO2 PO7	An	C	L	
CO5	Gather knowledge on procedures to be followed while starting Tour Guiding Business	PO5	U	F,C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	1	-	-	2	-	-	-
CO 2	-	-	-	2	3	-	1
CO 3	-	-	-	3	3	-	-
CO 4	-	3	-	-	-	-	1
CO 5	-	-	-	-	2	-	-

Correlation Levels:

Level	Correlation

-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar/ On site Guiding
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

References

- Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers. (L)
- Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
- Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L)

MAR IVANIOS COLLEGE (AUTONOMOUS), THIRUVANANTHAPURAM
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